Rosenthal's
66th St Condo

Steve Rosenthal
Barry Fellman
Dave Wilmeshen
Ray Gomez
Melenda Simmons
Mark Young

RJ Reynolds
Tobacco Company

New York Wholesalers Association
Metropolitan Test

Concerns:
- Protected or Brand Ownership (Royalty)
  - pattern like Core-Mark Best Buy
- First 3-4 mo. — incentive / counter Display

Source: https://www.industrydocuments.ucsf.edu/docs/jfdp0000

New York Wholesalers Association
Metropolitan Test

Test Geography: NY City Metropolitan Areas to include the following areas:

- Manhattan
- Queens
- Long Island
- Bronx
- Brooklyn
- Staten Island

Test Objectives:

- Share of Market Gain over 6 month and 1 year periods - Targets +.087 and +.14
- Sales from Wholesale to Retail/Subjobber - measurement
- Data Collection via Wholesaler Weekly Tapes (MSA)

Marketing Plan:

- Distribution: 70% of Wholesaler Customer Base

  50% of Subjobber Customer Base
- Display in Highly Visible Location: Product Assortment availability and in Display Decal and/or Poster in Highly Visible Location
- Enhance Profitability/Drive Ownership

  Retailer profitability enhancement by 56%

Source: https://www.industrydocuments.ucsf.edu/docs/jfdp0000

New York Wholesalers Association
Metropolitan Test

Test Brands: **Planet:** **Full Flavor King Box**

Lights King Box

Menthol TBD: **Full Flavor Menthol King Box** — ? KFY

Lights Menthol King Box

Returned Goods: **2% Returns privilege at Full Credit, Less Allowances and Terms** - ok

RJR Support: **Allowance Program**

Displays

Point of Sale

Decals

Out-of-Home

Wholesale Partners

Promotional and Program Flexibility

ok

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Source: https://www.industrydocuments.ucsf.edu/docs/jfdp0000

New York Wholesalers Association
Metropolitan Test

Sales Incentive Plan

Retailer:
- $.75 per Carton enhanced profitability
- Must have display on S/S Counter
- Must stock all Four Brand Styles
- Must Maintain Minimum 1 piece POS or Decal

Subjobber:
- Must Stock all Four Brand Styles
- Maintain Adequate Inventory Levels for Sale
- Drive Distribution and Display at Retail
- Provide Sales Data and/or Retailer Information

$.25
+ .25 Accurate
$.50

Wholesaler:
- Available Only to Plan A or G Partners Participants
- $.50 Per Carton Enhanced Profitability
- 74% Gain in Existing Gross Profit Margin (excludes Standard Terms and Partners)
- Drive Distribution and Display at Subjobber level

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Source: https://www.industrydocuments.ucsf.edu/docs/jfdp0000

New York Wholesalers Association
Metropolitan Test

Wholesaler: ***(continued)***

- **Create Promotions and Cross Merchandising Programs that Instills Ownership Without Reducing Retail Price**
- **Sell 1,100 cases (6M) within Six Month Period**
- **Provide Sales Data**
- **Work with Subjobbers to Encourage Retailer Sales Data Provision**

Source: https://www.industrydocuments.ucsf.edu/docs/jfdp0000

New York Wholesalers Association Metropolitan Test	

Measurement Criteria

- **1,100 Cases (6M) Sales Objective - First 6 Months**

- **Overall RJR Share of Market Growth - 6 Months**

- **Development of Retailer Customer List**

Source: https://www.industrydocuments.ucsf.edu/docs/jfdp0000

New York Wholesalers Association
Metropolitan Test

Wholesaler Accrual Program

25¢ Per Carton Accrual For Promotional and Incentive Programs:

- **Use of Lighters for Multi-Pack Purchases and Other Premiums**
- **Cross Merchandising Deals for Multiple Carton Purchases to Enhance Profitability and encourage Retailer "Switch" Selling**
- **Free Goods for Achieving Retail Volume Targets, Further Enhancing Profitability and "Ownership" of Brands**

Source: https://www.industrydocuments.ucsf.edu/docs/jfdp0000